

Plaintiffs' Exhibit 92

| SOLICITATION, OFFER AND AWARD | | | 1. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) | | | RATING | PAGE OF PAGES 1 135 |
|--|--|---|--|--|--|-------------------------------|--------------------------|
| 2. CONTRACT NO. W9124D19D0001 | 3. SOLICITATION NO. W9124D-16-R-0046 | 4. TYPE OF SOLICITATION [] SEALED BID (IFB) [X] NEGOTIATED (RFP) | 5. DATE ISSUED 03 Jan 2017 | 6. REQUISITION/PURCHASE NO. | | | |
| 7. ISSUED BY MISSION AND INSTALLATION CONTRACTING CMD MICC FORT KNOX BLDG 1108B STE 373 199 6TH AVE FORT KNOX KY 40121-5720 | | | CODE W9124D | 8. ADDRESS OFFER TO See Item 7 | (If other than Item 7) | CODE | |
| | | | TEL: [REDACTED] | TEL: FAX: | | | |
| NOTE: In sealed bid solicitations "offer" and "offeror" mean "bid" and "bidder". | | | | | | | |
| SOLICITATION | | | | | | | |
| 9. Sealed offers in original and _____ copies for furnishing the supplies or services in the Schedule will be received at the place specified in Item 8, or if handcarried, in the depository located in _____ until _____ local time _____ (Hour) (Date) | | | | | | | |
| CAUTION - LATE Submissions, Modifications, and Withdrawals: See Section L, Provision No. 52.214-7 or 52.215-1. All offers are subject to all terms and conditions contained in this solicitation. | | | | | | | |
| 10. FOR INFORMATION CALL: | A. NAME | B. TELEPHONE (Include area code) (NO COLLECT CALLS) | C. E-MAIL ADDRESS | | | | |
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| OFFER (Must be fully completed by offeror) | | | | | | | |
| NOTE: Item 12 does not apply if the solicitation includes the provisions at 52.214-16, Minimum Bid Acceptance Period. | | | | | | | |
| 12. In compliance with the above, the undersigned agrees, if this offer is accepted within 10 calendar days (60 calendar days unless a different period is inserted by the offeror) from the date for receipt of offers specified above, to furnish any or all items upon which prices are offered at the price set opposite each item, delivered at the designated point(s), within the time specified in the schedule. | | | | | | | |
| 13. DISCOUNT FOR PROMPT PAYMENT (See Section I, Clause No. 52.232-8) | | Net 30 Days | | | | | |
| 14. ACKNOWLEDGMENT OF AMENDMENTS (The offeror acknowledges receipt of amendments to the SOLICITATION for offerors and related documents numbered and dated): | | AMENDMENT NO. | DATE | AMENDMENT NO. | DATE | | |
| 15A. NAME AND ADDRESS OF OFFEROR | CODE 7K9K8 DDB CHICAGO INC. 225 N MICHIGAN AVE FL 10 CHICAGO IL 60601-7617 | FACILITY | | | 16. NAME AND TITLE OF PERSON AUTHORIZED TO SIGN OFFER (Type or print) [REDACTED] / PRESIDENT-CEO | | |
| 15B. TELEPHONE NO (Include area code) [REDACTED] | 15C. CHECK IF REMITTANCE ADDRESS IS DIFFERENT FROM ABOVE - ENTER SUCH ADDRESS IN SCHEDULE. [REDACTED] | | | 17. SIGNATURE | 18. OFFER DATE | | |
| AWARD (To be completed by Government) | | | | | | | |
| 19. ACCEPTED AS TO ITEMS NUMBERED | | 20. AMOUNT [REDACTED] | 21. ACCOUNTING AND APPROPRIATION | | | | |
| 22. AUTHORITY FOR USING OTHER THAN FULL AND OPEN COMPETITION: [] 10 U.S.C. 2304(c)() [] 41 U.S.C. 253(c)() | | | | 23. SUBMIT INVOICES TO ADDRESS SHOWN IN (4 copies unless otherwise specified) | | ITEM | |
| 24. ADMINISTERED BY (If other than Item 7) | | CODE | 25. PAYMENT WILL BE MADE BY DFAS IN VP GFEBS 8899 E. 56TH ST INDIANAPOLIS IN 46249-3800 | | CODE | | HQ0490 |
| See Item 7 | | | | | | | |
| 26. NAME OF CONTRACTING OFFICER (Type or print) [REDACTED] TELE: [REDACTED] | | | | 27. UNITED STATES OF AMERICA [REDACTED] | | 28. AWARD DATE 20-Nov-2018 | |
| IMPORTANT - Award will be made on this Form, or on Standard Form 26, or by other authorized official written notice. | | | | | | | |

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Section A - Solicitation/Contract Form

GENERAL PROVISIONS

GENERAL PROVISIONS

NOTICE TO AWARDEE

AWARD PAGE Continued from Item 15A of SF 33

DDB CHICAGO, INC.

A1. The Contractor's proposal resulting from solicitation W9124D-16-R-0046, through Amendment 0007, dated 24 July 2018, is accepted for this requirement and incorporated by reference.

A2. This is a single award Indefinite-Delivery / Indefinite-Quantity (ID/IQ) contract. The program ceiling for this ID/IQ is [REDACTED]. The guaranteed minimum for this requirement is [REDACTED] and is applicable ONLY for the Base Ordering Period of 20 Nov 18 through 19 Nov 23.

A3. This contract provides for an initial five (5) year ordering period (effective dates: 20 Nov 18 through 19 Nov 23), an optional three (3) year ordering period (effective dates: 20 Nov 23 through 19 Nov 26), and a final optional two (2) year ordering period (effective dates: 20 Nov 26 through 19 Nov 28).

A4. Ordering procedures, preparation of vouchers and billing instructions are described in Section G. Invoicing procedures will be addressed in each individual Task Order.

A5. A post-award conference will be held. The location and time will be revealed under separate correspondence.

A6. The Contractor is recognized as having an adequate accounting system and is hereby authorized to participate on any type task order that is permitted under this contract.

A7. FAR Clause 52.216-18 is changed to reflect the full amount of ordering periods as set forth in Section F. However, orders may only be placed in the award term periods if the Contractor receives the award term and the option is exercised.

A8. DDB Chicago Inc.'s proposal is hereby incorporated into this contract. Specific provisions are identified in Section H of this contract. This also includes the incorporation of the Small Business Subcontracting Plan, dated 26 October 2018.

THE CLAUSES IN THIS CONTRACT ARE APPLICABLE BASED ON THE RESULTING TASK ORDER TYPE (I.E. FIRM FIXED PRICE, COST PLUS AWARD FEE, etc.)

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Section B - Supplies or Services and Prices

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|------------|
| 0001 | | UNDEFINED | Job | UNDEFINED | [REDACTED] |

Phase-In

CPFF

This CLIN covers the performance of phase-in activities. The maximum quantity is to accommodate the number of months of phase-in for this ordering period.

Base Ordering Period: 20 Nov 18 – 19 Nov 23

FOB: Destination

PSC CD: R701

| MAX COST FIXED FEE | UNDEFINED UNDEFINED |
|-----------------------|------------------------|
| TOTAL MAX COST + FEE | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|--------|------------|------------|
| 0002 | | 60 | Months | [REDACTED] | [REDACTED] |

Core Operations

FFP

This CLIN includes work associated with PWS Paragraph 5.2, Core Operations, and includes but is not limited to: Account management, briefings to Army leadership, fiscal, legal, and operational management, and the Development of the AMP. The Max Quantity shown is to accommodate the number of months within this base ordering period. Not to Exceed [REDACTED].

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination

PSC CD: R701

| MAX NET AMT |
|-------------|
| [REDACTED] |

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| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|----------------|
| 0003 | | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

Direct Response

CPAF

This CLIN includes direct response tasks associated with the PWS paragraph 5.3 and includes but is not limited to: Marketing communications activities (Direct Mail, Direct Email, etc.) that are designed to provide information and solicit a response from the target audience.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination

PSC CD: R701

| MAX COST BASE FEE | UNDEFINED UNDEFINED |
|--------------------------|------------------------|
| SUBTOTAL MAX COST + BASE | [REDACTED] |
| MAX AWARD FEE | UNDEFINED |
| TOTAL MAX COST + FEE | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|------------|
| 0004 | | UNDEFINED | Job | UNDEFINED | [REDACTED] |

Direct Response

CPFF

This CLIN includes direct response tasks associated with the PWS paragraph 5.3 and includes but is not limited to: Marketing communications activities (Direct Mail, Direct Email, etc.) that are designed to provide information and solicit a response from the target audience.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination

PSC CD: R701

| MAX COST FIXED FEE | UNDEFINED UNDEFINED |
|-----------------------|------------------------|
| TOTAL MAX COST + FEE | [REDACTED] |

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| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|----------------|
| 0005 | | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

Local Support
CPAF

This CLIN includes providing local support tasks associated with the PWS paragraph 5.4 and includes but is not limited to supporting the local marketing effort through field marketing personnel. The maximum quantity is only to accommodate the number of months within this base ordering period.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | |
|--------------------------|------------------------|
| MAX COST BASE FEE | UNDEFINED UNDEFINED |
| SUBTOTAL MAX COST + BASE | [REDACTED] |
| MAX AWARD FEE | UNDEFINED |
| TOTAL MAX COST + FEE | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|----------------|
| 0006 | | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

Local Support
CPFF

This CLIN includes providing local support tasks associated with the PWS paragraph 5.4 and includes but is not limited to supporting the local marketing effort through field marketing personnel.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | |
|-----------------------|------------------------|
| MAX COST FIXED FEE | UNDEFINED UNDEFINED |
| TOTAL MAX COST + FEE | [REDACTED] |

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| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|------------------------------|--------------|------|------------|----------------|
| 0007 | Creative Development CPAF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

This CLIN includes all tasks and deliverables associated with creative development as outlined in PWS paragraph 5.5. This includes but is not limited to: the development of messaging (verbal as well as visual) that communicate and deliver a defined message to an identified audience.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | MAX COST BASE FEE | UNDEFINED UNDEFINED |
|--------------------------|----------------------|------------------------|
| SUBTOTAL MAX COST + BASE | [REDACTED] | [REDACTED] |
| MAX AWARD FEE | UNDEFINED | [REDACTED] |
| TOTAL MAX COST + FEE | [REDACTED] | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|------------------------------|--------------|------|------------|----------------|
| 0008 | Creative Development CPFF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

This CLIN includes all tasks and deliverables associated with creative development as outlined in PWS paragraph 5.5. This includes but is not limited to: the development of messaging (verbal as well as visual) that communicate and deliver a defined message to an identified audience.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | MAX COST FIXED FEE | UNDEFINED UNDEFINED |
|----------------------|-----------------------|------------------------|
| TOTAL MAX COST + FEE | [REDACTED] | [REDACTED] |

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| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|----------------|
| 0009 | | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

Production
CPAF

This CLIN includes all tasks and deliverables associated with production in accordance with PWS paragraph 5.6. It includes, but is not limited to: the development of the approved creative concepts for viewing on TV, listening on radio, or viewing in magazines, billboards, posters, banners, etc.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| MAX COST BASE FEE | UNDEFINED UNDEFINED |
|--------------------------|------------------------|
| SUBTOTAL MAX COST + BASE | [REDACTED] |
| MAX AWARD FEE | UNDEFINED |
| TOTAL MAX COST + FEE | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|------------|
| 0010 | | UNDEFINED | Job | UNDEFINED | [REDACTED] |

Production
CPFF

This CLIN includes all tasks and deliverables associated with production in accordance with PWS paragraph 5.6. It includes, but is not limited to: the development of the approved creative concepts for viewing on TV, listening on radio, or viewing in magazines, billboards, posters, banners, etc.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| MAX COST FIXED FEE | UNDEFINED UNDEFINED |
|-----------------------|------------------------|
| TOTAL MAX COST + FEE | [REDACTED] |

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| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-----------------------------|--------------|------|------------|----------------|
| 0011 | Events/Sponsorships CPAF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

This CLIN includes all tasks and deliverables associated with approved events as outlined in PWS paragraph 5.7. This CLIN involves the marketing discipline that engages consumers in person with an experience to help shape their perceptions of a brand and activates demand on the part of the consumer.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | MAX COST BASE FEE | UNDEFINED UNDEFINED |
|--------------------------|----------------------|------------------------|
| SUBTOTAL MAX COST + BASE | [REDACTED] | [REDACTED] |
| MAX AWARD FEE | UNDEFINED | [REDACTED] |
| TOTAL MAX COST + FEE | [REDACTED] | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|----------------------------|--------------|------|------------|----------------|
| 0012 | Event/Sponsorships CPFF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

This CLIN includes all tasks and deliverables associated with approved events as outlined in PWS paragraph 5.7. This CLIN involves the marketing discipline that engages consumers in person with an experience to help shape their perceptions of a brand and activates demand on the part of the consumer.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | MAX COST FIXED FEE | UNDEFINED UNDEFINED |
|----------------------|-----------------------|------------------------|
| TOTAL MAX COST + FEE | [REDACTED] | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------------|--------------|------|------------|----------------|
| 0013 | PR/Social Media CPAF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

This CLIN includes all tasks and deliverables associated with PR and Social Media as outlined in PWS paragraph 5.8. Specifically it includes but is not limited to elements such as Op-Ed pieces that present an opportunity.
Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | MAX COST BASE FEE | UNDEFINED UNDEFINED |
|--------------------------|----------------------|------------------------|
| SUBTOTAL MAX COST + BASE | [REDACTED] | [REDACTED] |
| MAX AWARD FEE | UNDEFINED | [REDACTED] |
| TOTAL MAX COST + FEE | [REDACTED] | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------------|--------------|------|------------|----------------|
| 0014 | PR/Social Media CPFF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

This CLIN includes all tasks and deliverables associated with PR and Social Media as outlined in PWS paragraph 5.8. Specifically it includes but is not limited to elements such as Op-Ed pieces that present an opportunity.
Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| | MAX COST FIXED FEE | UNDEFINED UNDEFINED |
|----------------------|-----------------------|------------------------|
| TOTAL MAX COST + FEE | [REDACTED] | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY UNDEFINED | UNIT Job | UNIT PRICE UNDEFINED | MAX AMOUNT [REDACTED] |
|--|-------------------|---------------------------|-------------|-------------------------|--------------------------|
| 0015 | Research CPAF | | | | |
| This CLIN includes all tasks and deliverables associated with qualitative and quantitative research as outlined in PWS paragraph 5.9. | | | | | |
| Qualitative Research involves insights from observations, interviews, or verbal interactions to gain in-depth understanding of a participant's perceptions, attitudes and behaviors, investigating the why and how of decision making. | | | | | |
| Quantitative Research involves large sampling research that provides data driven insights for informed decision making and the where and when of decision making. | | | | | |
| Base Ordering Period: 20 Nov 18 - 19 Nov 23 | | | | | |
| FOB: Destination | | | | | |
| PSC CD: R701 | | | | | |
| | | | | | |
| MAX COST BASE FEE | | | | | |
| <u>SUBTOTAL MAX COST + BASE</u> | | | | | |
| MAX AWARD FEE | | | | | |
| <u>TOTAL MAX COST + FEE</u> | | | | | |
| UNDEFINED UNDEFINED | | | | | |
| [REDACTED] | | | | | |
| UNDEFINED | | | | | |
| [REDACTED] | | | | | |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY UNDEFINED | UNIT Job | UNIT PRICE UNDEFINED | MAX AMOUNT [REDACTED] |
|--|-------------------|---------------------------|-------------|-------------------------|--------------------------|
| 0016 | Research CPFF | | | | |
| This CLIN includes all tasks and deliverables associated with qualitative and quantitative research as outlined in PWS paragraph 5.9. | | | | | |
| Qualitative Research involves insights from observations, interviews, or verbal interactions to gain in-depth understanding of a participant's perceptions, attitudes and behaviors, investigating the why and how of decision making. | | | | | |
| Quantitative Research involves large sampling research that provides data driven insights for informed decision making and the where and when of decision making. | | | | | |
| Base Ordering Period: 20 Nov 18 - 19 Nov 23 | | | | | |
| FOB: Destination | | | | | |
| PSC CD: R701 | | | | | |
| | | | | | |
| MAX COST FIXED FEE | | | | | |
| <u>TOTAL MAX COST + FEE</u> | | | | | |
| UNDEFINED UNDEFINED | | | | | |
| [REDACTED] | | | | | |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---|-------------------|--------------|------|------------|----------------|
| 0017 | Digital CPAF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |
| This CLIN includes the tasks and deliverables associated with Web/Mobile/Internet/Gaming and those activities that involve the use of the World Wide Web to communicate the Army's message, increase awareness and lead generation as outlined in PWS paragraph 5.10. | | | | | |
| Base Ordering Period: 20 Nov 18 - 19 Nov 23 | | | | | |
| FOB: Destination PSC CD: R701 | | | | | |
| | | | | | |
| MAX COST BASE FEE | | | | | |
| <hr/> | | | | | |
| SUBTOTAL MAX COST + BASE | | | | | |
| MAX AWARD FEE | | | | | |
| <hr/> | | | | | |
| TOTAL MAX COST + FEE | | | | | |
| [REDACTED] | | | | | |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---|-------------------|--------------|------|------------|----------------|
| 0018 | Digital CPFF | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |
| This CLIN includes the tasks and deliverables associated with Web/Mobile/Internet/Gaming and those activities that involve the use of the World Wide Web to communicate the Army's message, increase awareness and lead generation as outlined in PWS paragraph 5.10. | | | | | |
| Base Ordering Period: 20 Nov 18 - 19 Nov 23 | | | | | |
| FOB: Destination PSC CD: R701 | | | | | |
| | | | | | |
| MAX COST FIXED FEE | | | | | |
| <hr/> | | | | | |
| TOTAL MAX COST + FEE | | | | | |
| [REDACTED] | | | | | |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|--|
| 0019 | | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

Initiatives
CPAF

This CLIN includes tasks and deliverables associated with Initiatives as outlined in PWS paragraph 5.11. This includes innovative programs that are piloted/tested to determine their feasibility to provide incremental improvement to the recruiting process, or programs that assist in the Army in communicating to the target audiences that help in building brand equity, and leading to increased lead quality.
Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| MAX COST BASE FEE | UNDEFINED UNDEFINED |
|--------------------------|--|
| SUBTOTAL MAX COST + BASE | [REDACTED] |
| MAX AWARD FEE | UNDEFINED |
| TOTAL MAX COST + FEE | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------|--------------|------|------------|--|
| 0020 | | UNDEFINED | Job | UNDEFINED | [REDACTED] |

Initiatives
CPFF

This CLIN includes tasks and deliverables associated with Initiatives as outlined in PWS paragraph 5.11. This includes innovative programs that are piloted/tested to determine their feasibility to provide incremental improvement to the recruiting process, or programs that assist in the Army in communicating to the target audiences that help in building brand equity, and leading to increased lead quality.

Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

| MAX COST FIXED FEE | UNDEFINED UNDEFINED |
|-----------------------|--|
| TOTAL MAX COST + FEE | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY UNDEFINED | UNIT Job | UNIT PRICE UNDEFINED | MAX AMOUNT [REDACTED] NTE |
|---------|--|---------------------------|-------------|---|------------------------------|
| 0021 | Media Planning and Buying Labor CPAF | | | | |
| | This CLIN includes the labor costs associated with the tasks outlined in PWS paragraph 5.12. | | | | |
| | Base Ordering Period: 20 Nov 18 - 19 Nov 23 | | | | |
| | FOB: Destination PSC CD: R701 | | | | |
| | | | | MAX COST BASE FEE | UNDEFINED UNDEFINED |
| | | | | SUBTOTAL MAX COST + BASE MAX AWARD FEE | [REDACTED] |
| | | | | TOTAL MAX COST + FEE | UNDEFINED [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY UNDEFINED | UNIT Job | UNIT PRICE UNDEFINED | MAX AMOUNT [REDACTED] NTE |
|---------|--|---------------------------|-------------|-------------------------|------------------------------|
| 0022 | Media Planning and Buying Labor CPFF | | | | |
| | This CLIN includes the labor costs associated with the tasks outlined in PWS paragraph 5.12. | | | | |
| | Base Ordering Period: 20 Nov 18 - 19 Nov 23 | | | | |
| | FOB: Destination PSC CD: R701 | | | | |
| | | | | MAX COST FIXED FEE | UNDEFINED UNDEFINED |
| | | | | TOTAL MAX COST + FEE | [REDACTED] |

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|-------------------------------|--------------|------|------------|------------|
| 0023 | National and Local Media COST | UNDEFINED | Job | UNDEFINED | [REDACTED] |

This CLIN includes the direct costs associated with National and Local Media procurements in accordance with the PWS and its associated deliverables as outlined in PWS paragraph 5.12. This CLIN applies to the Total Army.
Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

MAX COST UNDEFINED

| ITEM NO | SUPPLIES/SERVICES | MAX QUANTITY | UNIT | UNIT PRICE | MAX AMOUNT |
|---------|------------------------------------|--------------|------|------------|----------------|
| 0024 | Other Army Account Operations COST | UNDEFINED | Job | UNDEFINED | [REDACTED] NTE |

This CLIN includes the costs associated with PWS paragraph 5.2.15 and 5.13.
Base Ordering Period: 20 Nov 18 - 19 Nov 23

FOB: Destination
PSC CD: R701

MAX COST UNDEFINED